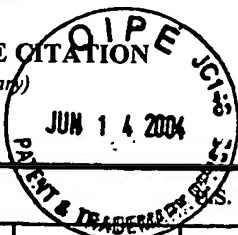


INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)



Docket Number (Optional)

HAR-004

Application Number

10/783,733

Applicant(s)

Peter Gold et al.

Filing Date

02/20/2004

Group Art Unit

2141

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
							YES	NO
PN		WO 02/103474	12/27/02	WIPO			✓	
PN		WO 01/09703	02/08/01	WIPO			✓	

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

		irt.org, Web Page Printout, http://developer.irt.org/script/282.htm , 2001.

EXAMINER	/Phuoc Nguyen/	DATE CONSIDERED	12/27/2006
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EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of
Invention

SYSTEM AND METHOD FOR MEASURING REACTIONS
TO PRODUCT PACKAGING, ADVERTISING, OR
PRODUCT FEATURES OVER A COMPUTER-BASED
NETWORK

Application Number: 10/783733
Confirmation Number: 6628
First Named Applicant: PETER GOLD
Attorney Docket Number: HAR004
Art Unit: 2141
Search string: (6311190 or 6670934 or 6567983 or 6510462
or 6453073 or 6304852 or 6157933 or 6011537
or 6442573 or 6032130).pn.

US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
PN	1	6311190	2001-10-30	BAYER ET AL.			
	2	6670934	2003-12-30	MUOIO ET AL.			
	3	6567983	2003-05-20	SHIIMORI			
	4	6510462	2003-01-21	BLUMENAU			
	5	6453073	2002-09-17	JOHNSON			
	6	6304852	2001-10-16	LONCTEAUX			
	7	6157933	2000-12-05	CELI JR. ET AL.			
	8	6011537	2000-01-04	SLOTZNICK			
	9	6442573	2002-08-27	SCHILLER ET AL.			
PN	10	6032130	2000-02-29	ALLOUL ET AL.			

Signature

Examiner Name	Date
/Phuoc Nguyen/	12/27/2006